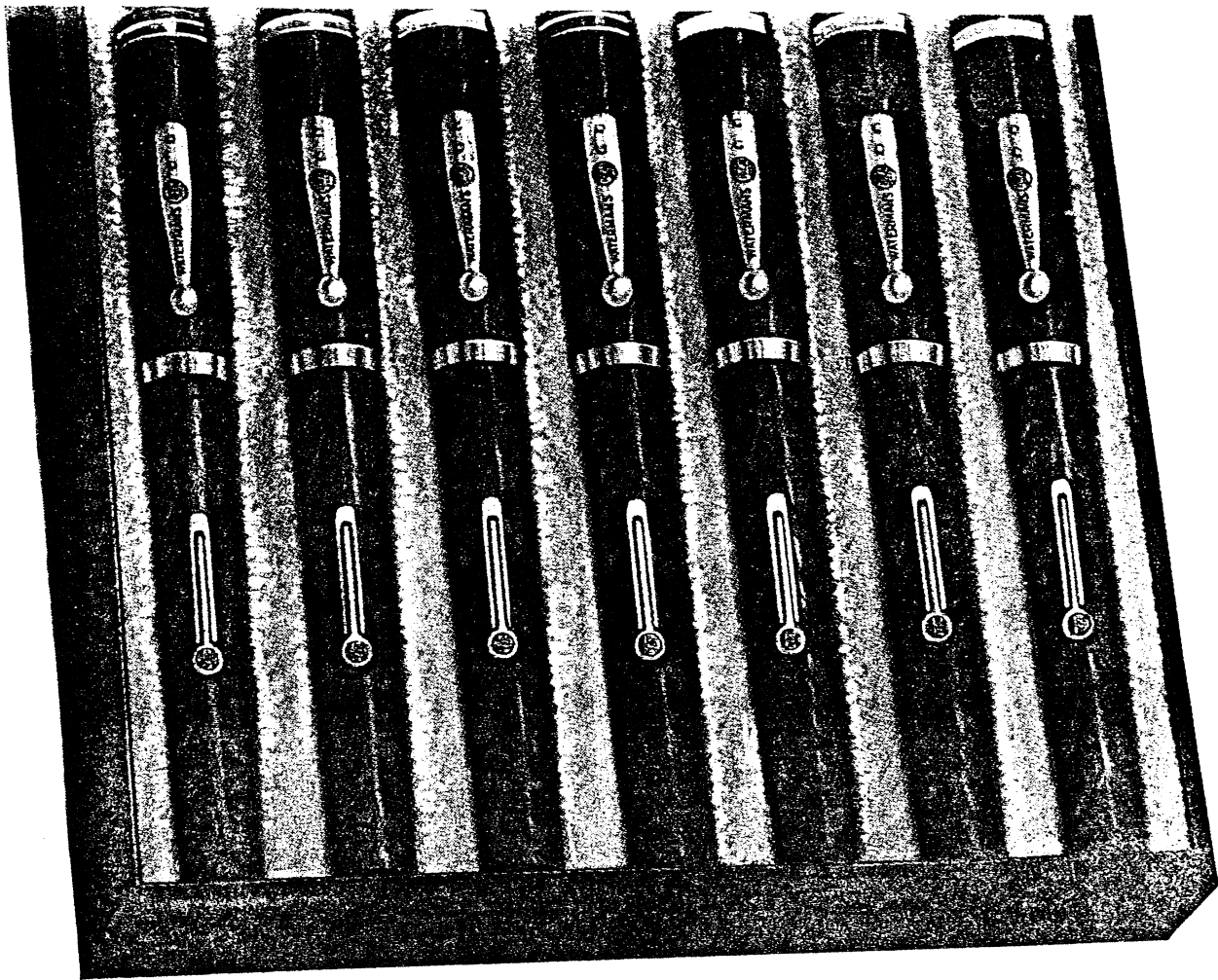


The Pen Prophet



Route No. 7—



One of the *Seven* Is a Sure Sale

WHEN a prospect steps into your store and says, "I would like to buy a fountain pen," there are three things you should have definitely in mind. First, you must be sure to make the sale. Second, you must sell *reasonably quick*. Third, you must sell in such a way that both the customer and you will be permanently pleased with the transaction.


A full tray of Waterman's No. 7 offers this unfailing opportunity. Given seven points from which to select, one of them is sure to suit the customer's writing style. With such a practical test conveniently before him he is sure to select quickly. And because the price and the product are so perfectly in tune you both must be pleased permanently.

A Full Tray of No. 7 Means 100% Sales



The Pen Prophet

Devoted to the service of
dealers and their associates
in the selling of

Waterman's  Fountain Pen

VOL. XXVII MAY, 1929 No. 2

Edited and Published by
DEALER SERVICE DEPARTMENT

W. L. Waterman Company

191 Broadway, New York

40 School Street Boston, Mass.	129 South State Street Chicago, Ill.	609 Market Street San Francisco, Calif.
263 St. James Street Montreal, Canada	41 Kingsway London, W.C. 2	

SUMMER CALLING

THE retail merchandising side of the fountain pen business is always of tremendous interest to me. This is perhaps natural to any manufacturer who distributes his product through the retail trade, but with me it is a downright obsession.

In all my travels in this country and throughout the world one of my greatest enjoyments is to study the inside workings of successful fountain pen departments. The habit reveals many excellent ideas which when broadcast through *The Pen Prophet* and our sales force react to the material advantage of our dealer friends everywhere.

I am reminded of all this as the summer season approaches when

many of our dealers with their families will be taking extended motor trips. While some may advise against mixing business with pleasure, yet I find always that a little business is oftentimes more fun than most so-called pleasure.

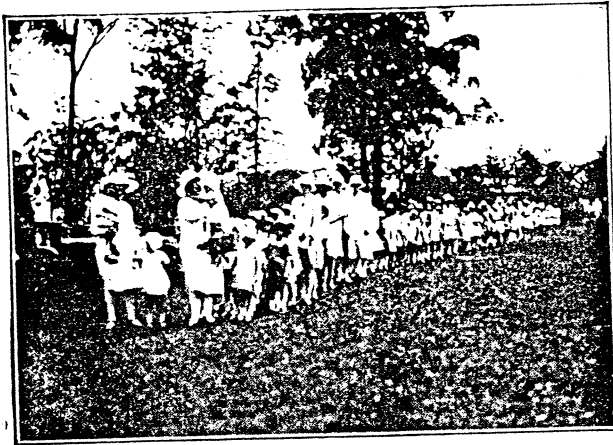
With that thought in mind I extend a most cordial invitation to all our dealers visiting New York, Boston, Chicago, or San Francisco to inspect the retail departments of our service stations in those cities. I know the time will be enjoyably and profitably spent and in addition we can help you in matters of touring routes and hotels.

J. D. Waterman
President

Christmas in Australia

TO MANY it may seem strange to see summery frocks and bared heads out-of-doors at Christmas. But in Australia the child grows up and the aged man passes on with very little if any practical association ever between Santa Claus and the snow-swept house tops familiar to all of us in more northern climes.

On this page are illustrations of such Christmas Day scenes. They depict the presentation ceremonies accompanying the gift



Five hundred of these orphan children at Sydney, Australia, received Waterman's Ideal Fountain Pens as gifts last Christmas

of a Waterman's fountain pen to each of the more than five hundred happy children cared for at the Burnside Orphan Homes, Sydney, Australia. The ages range from three to fourteen.

Waterman's, the world over, for young and old alike is always the popular as well as "Ideal" gift at Christmas.

Sir James Murdoch, Chairman of the Board of Burnside Orphan Homes making the presentations. The Reverend R. G. McIntyre, the large man at the right, is the much loved Managing Director of the Homes.





A Few Intimate Words
from the Pen Prophet

MR. HOOVER'S METHOD

EVERY man has pretty much his own way of sizing up a proposition and determining his course of action although probably no standardized plan can ever be evolved which will be equally applicable to all manners or conditions of men.

Yet probably too all men, regardless of the methods by which they chart their courses—even if they are not aware they are actually charting a course—follow certain principles which common sense has established as correct.

President Hoover, according to James O'Donnell Bennett writing in Liberty magazine, has such a method. And, like the good engineer Mr. Hoover is, he feels more confidence in his findings and ultimate course of action after he has applied his favorite formula to the problem confronting him.

The formula by steps of procedure may be condensed as follows:

1. Determination of the facts.
2. The end to be accomplished.
3. The agencies available.
4. The organization necessary for putting them into prompt action.

If after satisfying himself as to these four important factors the project still seems worthwhile and the objective practicably attainable, President Hoover is then apparently willing to set the wheels of his chariot of accomplishment into motion.

We tried the President's method on a few of our problems and found it such a quick and concise way of getting at things, that we are now passing it along. It seems to us to have practical applica-

tion to many of the problems confronting our merchant friends.

For example, we will take one specific problem common to all retail merchants. A new article comes on the market. In all probability it has already, or soon will have, plenty of competition. The merchant is approached to stock it. He must decide whether or not he will. All of the questions he should ask himself space here, naturally, will not permit us to list. But all of them belong somewhere in Mr. Hoover's four classifications.

First of all merchants will wish to know all about the product. How well is it made? Who else in the community will sell it? Is the retail price one that will help or hinder its sale? Is there an adequate margin of profit when he considers turnover frequency? How large a natural or forced market has it? Are the policies governing the company selling it acceptable? Is the product one that the merchant can profitably put the time of his organization behind?

These and many more questions will immediately suggest themselves to the inquiring reader. The correct answers supply a foundation of facts upon which alone it is safe to build. And such facts when analyzed indicate strongly the desirability of employing a formula like Mr. Hoover's. Solutions to problems predicated upon it may then be accepted and acted upon with reasonable confidence.

The day of attaining business success through slipshod, loose thinking has passed beyond our borders forever. Big business is now conducted on a scientific, fact-finding basis. Armed with facts men now know whether or not they should proceed with a project and just the course of action to be followed to assure ultimate success.

We seriously suggest to our merchant friends that they consider the employment of Mr. Hoover's method in solving their daily buying and selling problems. Or if they have a better method use it. But by all means use a sound method of some kind.

A FUNDAMENTAL BUSINESS QUESTION

IN THE following "Statement to Employees" here published for the first time, Mr. F. D. Waterman, President of the L. E. Waterman Company, sets forth so clearly his attitude on Industrial Selling, that we have persuaded him to permit us to print the message in its entirety.

The statement was prompted last December when the annual question arose as to whether or not the company would officially exercise its wholesale buying power for the benefit of employees at Christmas time.

The letter, eventually, through some of our several thousand employees who were recipients of it, found its way to the attention of a few of our dealer friends.

These dealers responded so heartily to Mr. Waterman's arguments as to why industrial selling was a menacing threat to the American Economic system that we now consider it a privilege to lay the contents of this important document before the eyes of all Waterman's dealers.

Here is the statement exactly as it was issued:

STATEMENT TO EMPLOYEES

December 1, 1928.

The question has arisen again as to our policy respecting the exercise of the company's wholesale purchasing power for the buying of candy, turkeys, and numerous gift items in order that members of the organization may thereby in turn repurchase at large savings over the regular retail prices.

Everyone, of course, is interested in saving money, providing it can be done without taking an unfair advantage of someone else. But we believe that the practice referred to above is unfair, grossly unfair to retail merchants in general, and we have had ample opportunity to witness the injustice of its operation even in the sale of fountain pens upon which all of us in this business depend for our livelihood. For this reason your company stands opposed to the practice and will not be a party to any phase of it, much as we would like to assist you in effecting every saving possible.

To bring the situation right down to our own threshold several of our competitors are selling the products of their factories exactly

on that basis. They are stocking retailers and then turning around and selling large industrial organizations the same merchandise at practically the same price, thus leaving the retailer high and dry so far as the resale of his stock is concerned, or at least seriously impairing the market which he had every reason to believe he would serve at the time he purchased his stock. Your company has fought this practice from the start believing it to be unethical to thus jeopardize the sales opportunities of its retailers, and we will continue to do so.

The retailer is performing a useful public service and he is entitled to the fullest extent to the cooperative protection of every manufacturer selling through him. He invests his capital in a business to expedite the convenient distribution of goods to the consuming public. He pays rent in order to more effectively and conveniently display the goods he purchases. He employs others to help him render that service. He is entitled to a legitimate profit upon his investment of effort and capital. The substitution of industrial selling upon the basis here being discussed would eventually drive thousands of retailers out of business. In the opinion of the writer this would be a calamity to the whole American economic structure upon which our present high standard of living depends.

So far as this company is concerned, therefore, we believe we are adopting a policy of broad wisdom for the future protection of the livelihoods of all of us, in denying to ourselves at this time the temporary savings which the industrial plan of selling would now make possible. In the long run those savings will be far offset by the privileges of continuous employment and greater individual prosperity.

We believe that every member of this organization will see the fairness and soundness of this position now that it has been made clear to them.

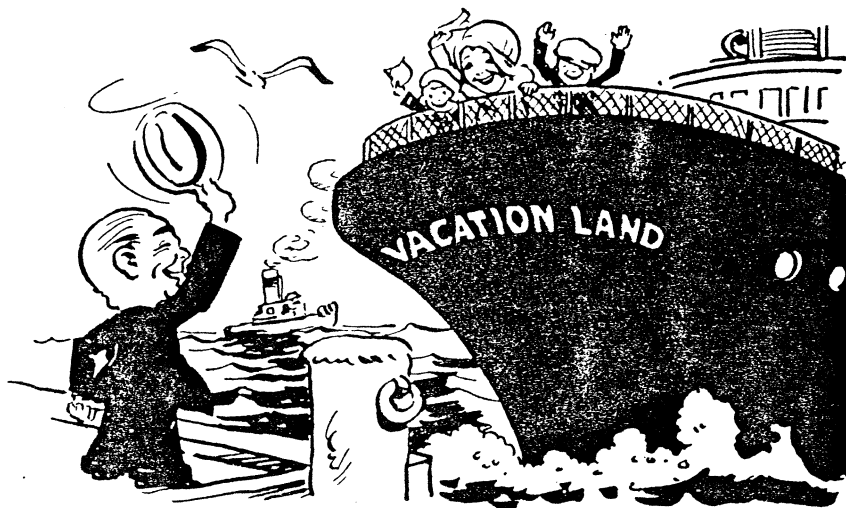
Turkeys and candies will taste better anyway when bought from neighborhood tradesmen whom we all know best.

Yours very truly,

FRANK D. WATERMAN,
President.

ROUTE No. 7

THE artist who designed the cover for this issue of The Pen Prophet struck a practical pictorial idea. It shows "Route No. 7—the road to Pen Profits." And that is exactly what No. 7 is. It is the main highway to increasingly greater fountain pen profits. Ask any merchant you know who has tried this route and he'll tell you the same thing. Moreover he'll probably add too, "And brother, besides being the best road it's the quickest because there ain't never no detours!"



“Write often now, dear”

—the favorite saying of
vacationing America

WITH choked voices and waving handkerchiefs, amid smiles and tears, the favorite admonition of young and old alike to those departing is,—“Write often now, dear.”

It is sentimental. It is almost too sweet. But, it is uttered just the same in every hamlet and metropolis where human hearts beat. Unconsciously all the participants recognize that the pen will now be the main line of communication to bridge the miles which will soon separate them.

Waterman’s dealers therefore will see to it that all vacationing friends this summer remember to buy Waterman’s pens—and Waterman’s ink, too, in the Traveler’s Safety Filler—that the tender chains of communication may continue to hum merrily.

Waterman’s

Advance Showing of Some New Waterman's Desk Sets

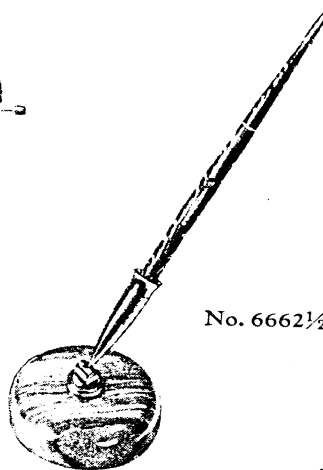
No. 11/67, Elephant, gold colored solid bronze on 7 x 10 black variegated marble base with gold bronze plated Gyro-Sheath and name plate, with two No. 67 pens, \$45.00 complete.



No. 7162 1/2

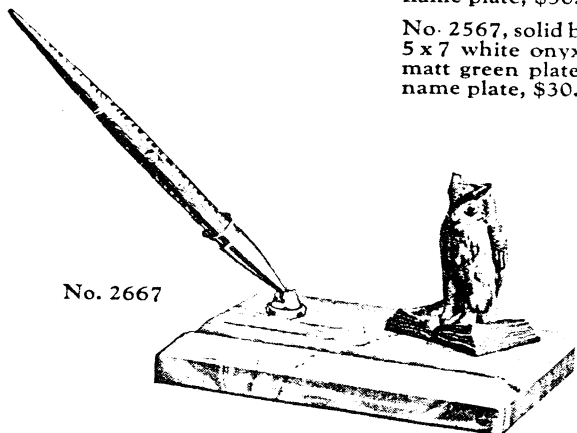
No. 7162 1/2, 3 x 4 1/2 white onyx, gold plated Gyro-Sheath, frame and name plate, 6 1/2 pen, \$15.00 complete.

No. 6662 1/2, 3 inch round dome top white onyx, 6 1/2 pen, \$8.00 complete.



No. 6662 1/2

No. 2667, solid bronze Owl on book, 5 x 7 white onyx with pencil groove, matt green plated Gyro-Sheath and name plate, \$30.00 complete.



No. 2667

No. 2567, solid bronze Scotch Terrier, 5 x 7 white onyx with pencil groove, matt green plated Gyro-Sheath and name plate, \$30.00 complete.



No. 2567

SHOWN ABOVE, with the increasingly popular No. 7162 1/2, are four brand new Waterman's desk sets. They are just a few of the many new sets that we shortly will offer the dealer to meet the demand for beautiful and practical desk sets at reasonable prices. Each set is a work of art, designed and built by skilled craftsmen from the very finest materials. They combine to a marked degree, ornamental beauty and genuine usefulness.

WATERMAN'S SERVICE STATIONS

And How They Benefit Dealers' Sales

THE reasons behind a service or practice or particular method of doing things are often lost sight of and remain for months or even years only partly understood.

This is the situation which applies at the present time to our four service stations (or retail stores as our competitors prefer to call them). These stations are being pictured by some as deliberate attempts on the part of the L. E. Waterman Company to participate in the local market in which the stations are located. Nothing could be further from the truth.

In this communication we wish to present some of the reasons for the establishment and continued maintenance of these stations as notable examples of Waterman's service to both the trade and the public at large.

As soon as the L. E. Waterman Company, established nearly a half century ago, passed from the stage of small production and hand to mouth selling into one of substantial proportions, it became evident in the New York market where it was founded that a service station of some sort was required for the satisfactory conduct of the business. That was the beginning of what is known as the Pen Corner in New York.

During the succeeding years, as the market for our products expanded, similar service stations were opened at Boston, Chicago, and San Francisco. And it may be stated that if it were not for the fact that these stations are maintained today at a loss we would have many more of them scattered throughout the country for the convenience of our dealers and their customers. But the strategic geographical location of even these four contribute conspicuously to the speeding up of every phase of our service problem.

In the first place these four stations serve as wholesale distributing depots.

They are our warehouses from which with minimum delay we fill the orders of our dealers located in neighboring territories. One has only to think of the last minute rush orders of the Holiday Season to realize instantly the importance of this convenient and prompt delivery service.

Next, the stations are repair headquarters for the territory they serve. And again they assure satisfactory and prompt service in an extremely important respect. In general, dealers are not prepared to render a repair service themselves and we do not encourage them to equip for the purpose.

A fountain pen is not an especially complicated mechanism and yet it is an extremely delicate one and should be repaired only by expert hands such as we train and maintain in our own service stations.

The fountain pen is not like the automobile which requires little attentions here and there almost every day thus compelling the establishment of service stations in every community of any size. In general a Waterman's fountain pen goes along for months and even years without any attention whatsoever other than that of filling. But occasionally accidents happen. The pen is dropped or the rubber sack deteriorates from the use of inferior inks, or the feed becomes choked or a cap is lost. These are occasions when the owner needs and appreciates prompt repair service. Waterman's service stations render that service with despatch.

But there is a third vital service which these stations render. It is impossible for every dealer to carry a complete assortment of points and styles. Millions of our fountain pens are given away as gifts each year and the purchaser seldom has any idea as to the point preference of the recipient.

That condition is responsible for the exchange problem and we will go to any length to meet it satisfactorily. The owner who is displeased with our product, no matter how he obtained it, ceases to be our friend—and ill-will is quite

the contrary of the good-will upon which our business has been built and continues to prosper increasingly from year to year.

At these service stations anyone whether his pen is new or old; whether he purchased it originally himself or received it as a gift; whether he bought it in London or New Orleans, may have his needs expertly examined and satisfied from the complete assortment continuously maintained.

It is true of course that many sales are made direct at these stations to retail customers. That cannot be avoided. But the percentage is infinitesimal in comparison to the gross annual business throughout the country and most retailers in the centers where these stations are located recognize the assistance and convenience they offer as a distinct asset and in no sense a liability to the local market.

Finally the stations are in a sense schools for the trade. Dealers visiting any of the four cities in which the stations are located are always cordially welcomed to spend as much time as they can spare in studying our display and customer contact methods. These stations are really retail experimental laboratories in which we are always studying public reactions in an attempt to make our product and the method of selling it more and more effective.

These then are the reasons behind our service stations, and it is well that we review them in our own minds occasionally in order that we may more fully appreciate the thoroughness with which every phase of Waterman's merchandising is conceived and administered.

A FROG IN THE THROAT

"THE new style of moving pictures that talk," said an observing man, "have started something more than was intended. There's something funny, too, how a furor in one direction starts side-furors in others. Here we have a world of discussion about actors' voices—how some screen stars turn out to have a frog in the throat and lose their popularity on account of the 'talkies' and how minor actors and actresses get their great chance in the films because they possess good voices. . . . And suddenly we all think voice, talk voice, see the value of voice."

"What do you mean?" asked someone.

"I mean that voice is just as important to a store clerk as to a screen star. With a very good speaking voice either one of them stands a far better chance to climb high in his vocation. Without it he has to depend on something else for success.

"See what a difference voice makes in retailing," he continued. "The salesman's words are heard clearly if he has a clear voice; the natural hubbub of stores and of the street does not drown them out. If his voice is pleasing his goods please the customer better. With an agreeable speaking voice he gets along with patrons much better because they are predisposed to like him. All these things are true, but somehow American business overlooked the selling value of voice until the 'talkies' came in and stirred up the whole subject."

It is said that the speaking voice may be considerably improved by simple means. Huskiness can be avoided. A clear enunciation is a matter of a little more care. A whining or fretful tone can be eliminated easily. These are some of the rules anyone can apply.

INKLINGS



All Waterman's holders are **STAINLESS**. They are made of **Hard Rubber**

Desk Sets That Walk Out of Your Store

Under the Arms of Delighted Customers

The Imperiale — Clock Desk Set

Model—24/0365. An Electric Clock Twin Pen Desk Set. Clock of black tooled leather decorated in 22K gold. Base — black marble (variegated) 7" x 13" with pin tray. Two No. 0365 green gold plated pens, one red end, one black end, to fit green gold plated GYRO-Sheaths. Also in same size with green onyx base and brown leather gold decorated clock.

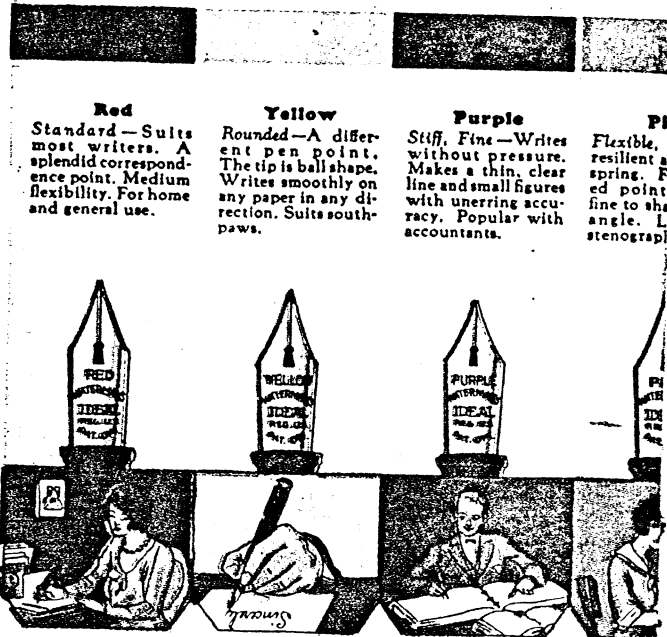
Price
Complete
\$160



HERE IS A WELL-TIMED utility desk ornament of rare beauty. It is equipped with an Electro-Magnetic Precision Clock with the famed Miller-Ato Movement from France. It will run for three years without a new battery and is noiseless.

This is only one of the many new GYRO-Sheath Desk Sets of dazzling beauty and artistry that are capturing the trade and public alike wherever shown. Ask the Waterman's representative the next time he calls to show you these striking new creations. He carries a complete line of samples.

Whenever a customer is looking for the Gift Extraordinaire, or a Committee Chairman is seeking the Trophy Par Excellence, show this page. Nothing comparable to these new GYRO-Sheath Desk Sets is obtainable anywhere. Prices range from \$7.50 upward. Be sure to see the Waterman's line before stocking desk sets.



Red
Standard—Suits most writers. A splendid correspondence point. Medium flexibility. For home and general use.

Yellow
Rounded—A different pen point. The tip is ball shape. Writes smoothly on any paper in any direction. Suits south-paws.

Purple
Stiff, Fine—Writes without pressure. Makes a thin, clear line and small figures with unerring accuracy. Popular with accountants.

Blue
Flexible, resilient spring. Fine point fine to the angle. L stenograph

Some of the Reasons Why the Most Accepted For

From the Dealer's Point of View

1. BECAUSE the No. 7 method is the nearest to a 100% Sure Sale Plan to every inquiring prospect that has ever been offered.
2. BECAUSE No. 7 focuses attention upon the pen point itself—it hits direct at the first consideration in the buyer's mind. This speeds up selling.
3. BECAUSE the seven points of No. 7 cover the exact writing requirements of 95% of all purchasers. This practically eliminates the problem of exchanges for those purchasing for own use.
4. BECAUSE No. 7 as a gift pen permits recipients to exchange quickly for another exactly the same and at the same price but with a pen point perfectly fitted to their individual writing style.
5. BECAUSE the seven No. 7 points serve as a guide in selling other pens—whether higher priced or lower.
6. BECAUSE the \$7 price on No. 7 packs it with value assuring a large sale with large dollar volume and corresponding large profits.
7. BECAUSE No. 7 is supported heavily with national advertising in leading magazines and newspapers and a wide assortment of dealer helps including window display cut-outs, leaflets and local cooperative newspaper advertisements.



Black

Fine—As a watch-line, taper-ground, ground at any angle, favored by writers.

Blue

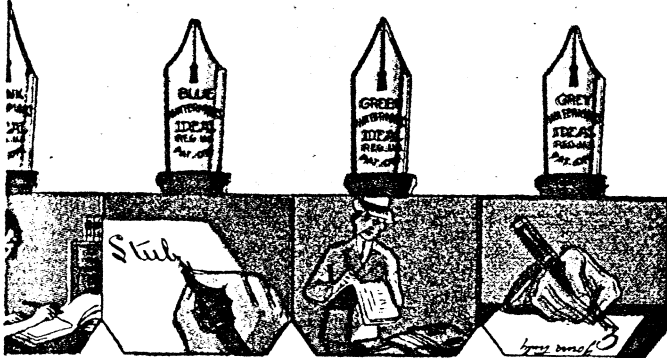
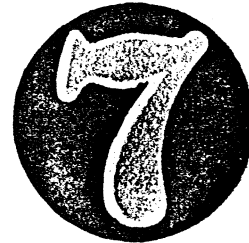
Blunt—An improved stub point. Makes a broad or fine line as desired. Unusual and rapid writers like this pen.

Green

Rigid—Tempered to armor-plate hardness. Will not shade even under heavy pressure. Unequaled for manifolding. The salesman's friend.

Grey

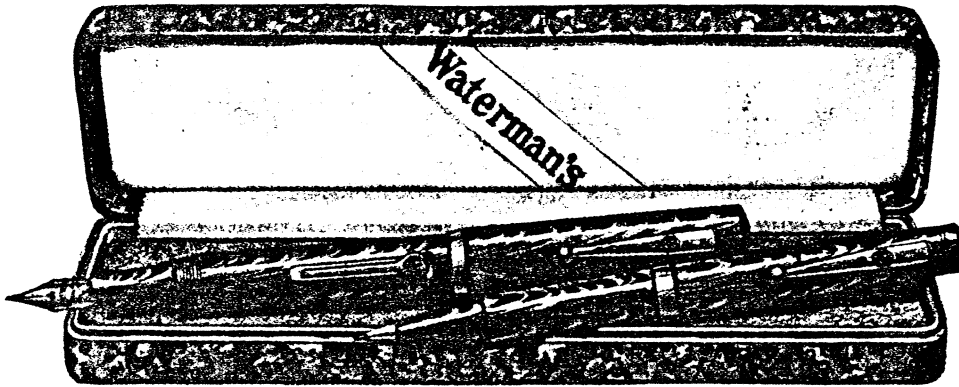
Oblique Point—A slanting stub, preferred by those who hold pen at an angle or between fingers.



No. 7 Is Rapidly Becoming the Most Popular Pen in America

From the Customer's Point of View

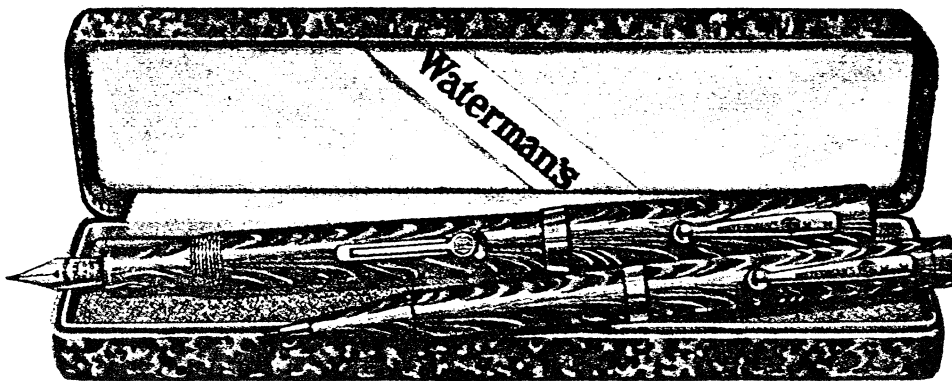
1. BECAUSE One of the Seven points of No. 7 will suit perfectly the writing style of 95% of all pen users.
2. BECAUSE by actual test, scientifically determined in advance by Waterman's, the prospective purchaser may try all seven points of No. 7 and quickly and accurately select permanently the pen point best suited to his style of writing.
3. BECAUSE the identifying color band—and the name of that color stamped on the nib itself—assures the purchaser he can always secure quickly another pen with the same kind of point. Thus for all time he has determined the pen point of his preference.
4. BECAUSE No. 7 is the best gift pen ever offered. It is so simple for the recipient to exchange for another like it at the same price but with a point that suits perfectly.
5. BECAUSE No. 7 has all the famous Waterman's features including STAINLESS Hard Rubber Holder, lightest weight with most perfect balance, large ink capacity, Clip-Cap, Gold Lip-Guard, Lock Self-filling Device, Patented Spoon-feed, and Perfect Pen Points.
6. BECAUSE the price of No. 7 is only \$7 and shows its value so obviously to those demanding a quality pen.
7. BECAUSE No. 7 like all Waterman's pens is guaranteed forever against all defects.



The Joyousness of Summer Colorings in Waterman's Two-Tone Combination Sets

WHEN milady opens her dainty new purse, in either direct or contrasting color harmony with the delicate tints of her chiffon frock, and proceeds to draw therefrom a fountain pen with which to write the daily post card home that says, "Am having a wonderful time, wish you were here," that is when the fountain pen strikes its richest or most discordant color sound. That is when milady's blushes of abashment either blaze through her rouge, or, if satisfied, her dimpled smiles go forth exultantly to all so fortunate to be near.

Show these beautiful two-tone sets to your lady customers; to their husbands. They will be glad to pay the \$4 or \$5 they cost. The Treasure Chest, furnished free, is an alluring inducement.



FOUNTAIN PEN LORE

EDITOR'S NOTE:—*This is one of a series of four radio talks of four minutes each on the products of the L. E. Waterman Company, for the use of dealers who broadcast. Others sent upon request.*

Third Talk

TYPES OF FOUNTAIN PENS

GOOD EVENING, ladies and gentlemen of the radio audience. This is the third of a series of four minute talks on Fountain Pen Lore. In the first I emphasized the importance of the pen point itself suiting exactly the writing style of the individual using it.

In the second talk I discussed the importance of the holder. I pointed out that the holder, as well as the pen itself, exerted a very definite influence upon the writing comfort of the user and the legibility of his writing; that the holder was responsible in a large measure for the balance of the pen—so essential to comfortable as well as legible writing; and that the balance in turn depended to a very large extent upon the material of which the holder is made.

I explained, moreover, why the L. E. Waterman Company, originators of present day fountain pens, believed after nearly half a century of experience in selling their product in all parts of the world, that no other material was as satisfactory for fountain pen holders as hard rubber. I pointed out the fact, too, that hard rubber had met every test under any and all conditions in all climes. And I added that the Waterman laboratories in order to meet the current demand for colors in fountain pens had finally succeeded in introducing alluring two-tone color effects into hard rubber—a discovery which eliminates the need for using inferior substitute materials merely to obtain color in the holders.

But tonight I wish to mention the several types of fountain pens in common use in order that you may be familiar with their differences, particularly in respect to the methods employed for

filling each. After that I shall touch briefly upon some of the other standard features of Waterman's pens which make them outstanding favorites in every corner of the globe.

First there is the Regular Type of fountain pen. This is filled by removing the point section, which operates on a screw, and, by means of an ordinary medicine dropper, filling the barrel with ink. Most of the less expensive pens are filled by this method, and even many of those which cost much more.

Another type is Waterman's Safety which is also filled with a dropper. The pen section in this type is made to disappear into the barrel by screwing the cap reversely. As soon as the barrel has been filled with ink the cap may then be shifted to the open end and there screwed tightly into position.

The Safety type is extremely popular with travelers and especially women who prefer to carry their pens loosely in a purse because there is no possibility of leakage no matter what position the closed pen may be in. Waterman's Artist's Special is also of this type and has proven a great boon to architects, draughtsmen, artists and others who for various reasons wish to use India Ink in a fountain pen.

A third type is the Self-Filling Pen. This is the one most widely used today. The filling mechanism operates as follows: A flexible rubber reservoir holding the ink supply is cemented to the point section, and then inserted inside the barrel where it comes into contact with the self-filling device. When you wish to fill the pen, first immerse the point section in a bottle of ink. Then, by lifting the lever on the outside of the barrel, you compress longitudinally on the inside of the barrel against the rubber sack, a tissue-thin metal strip thus expelling the air and causing a semi-vacuum. When the lever is pressed back again to its normal position the sack automatically expands by suction causing the ink to be drawn into the pen. The whole operation takes about two seconds.

In Waterman's pens when the self-filling device is not in operation, the external lever is locked securely in an imbedded position on the side of the barrel. This locking device eliminates any possibility of the lever opening and forcing ink into the cap.

The ink in all Waterman's pens reaches the pen point through a patented spoon-feed which reacts instantly and with the lightest touch when the point comes into contact with a writing surface. By this method the ink flows steadily under automatic regulation regardless of the quantity in the pen.

On all self-filling Waterman's pens, the cap when protecting the point is secured to the barrel by means of matched screw threads. Waterman's patented Clip-Cap holds the pen on the inside of the pocket, safe from loss.

Before closing, I wish to mention Waterman's new GYRO-Sheath Desk Sets. These practical and richly ornamental desk utilities are fitted with the famous No. 7 assortment of seven different styles of pen point. One of the seven points will suit perfectly the writing style of anyone. All No. 7 pens with their gracefully tapering holders are of the Self-Filling Type.

GYRO-Sheath desk sets are offered in a wide variety of designs—some providing for one fountain pen, others for two. All are attached to exquisite bases of either marble or onyx.

Our Store carries a complete assortment of Waterman's fountain pens and pencils and desk sets. Visit this department the next time you are in the neighborhood. If you are experiencing difficulty in finding the right pen for your style of writing, we can help you. Our clerks are especially skilled in the art of fitting fountain pens to the

specific requirements of the individual.

In my fourth and last talk to be given soon I shall discuss one of the most important of all fountain pen features for those who would enjoy permanent satisfaction.

JUST OUT

WE HAVE just issued our new 24 page Advertising Book illustrating a great variety of attractive, new, small-space advertisements available in electrotype or mat form for the use of dealers in their local newspaper advertising.

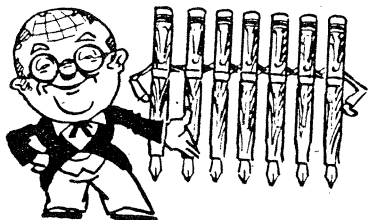
These advertisements we believe you will agree have exceptional attention compelling value. They offer an easy and effective method by which dealers may tie up locally to our heavy national advertising in the magazines and newspapers all over the country.

In ordering simply give the identifying number of each advertisement as it appears in the book and we will forward either mats or electrotypes before whatever date you may specify.

Many dealers will perhaps wish to lay out a regular schedule of these advertisements on the basis of one a month. In doing this we suggest you bear in mind such important gift days as High School and College Commencements.

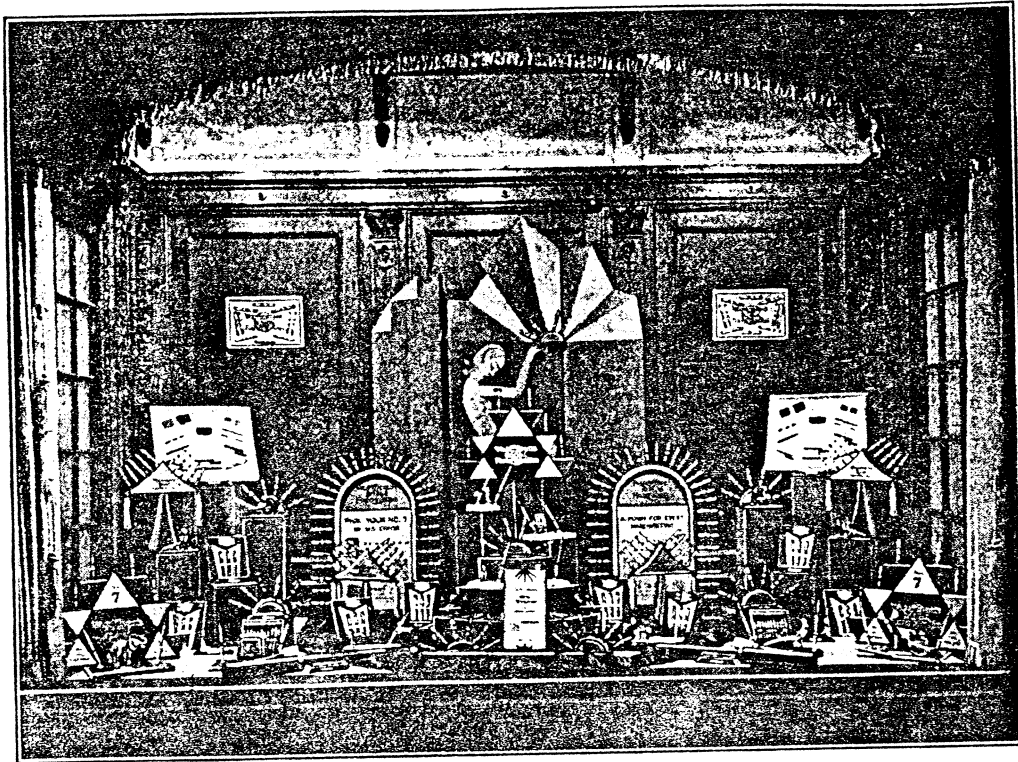
As pointed out elsewhere in this issue of The Pen Prophet, it is necessary that dealers tie their stores very definitely to Waterman's national advertising if they would enjoy their full share of the local business.

If you have not yet received one of these interesting and helpful booklets, write us today and we will mail one to you.



No. 7 – Each is one of
the Seven Wonders

INKLINGS



A Facial Treatment

YOUR display windows are in reality the face of your store. They are the eyes through which the public reads your mind. Through them you express your ideas of merchandising. And the public looking on says to itself, "Seeing is believing."

In the face of such a fact no one can deny that many store windows need frequent facial treatments. But after such treatments a liberal use of Waterman's window display material will act as the necessary rouge to make these windows smile invitingly. In fact they will flirt and literally say to the passerby "come hither."

**Waterman's Window Displays Keep
the Faces of Stores Alluringly Bright**

Send for a Trial Treatment

NEWS ITEMS

WOMEN'S WEAR DAILY tells this little yarn.

The advertising man was admiring his latest masterpiece. Across the top he had a bold heading which read, "Summer Selling."

"And," said the omniscient and omnipresent salesman, with a woeful look at his empty order book, "some are not."

Happily Waterman's experience in this instance is on the side of the advertising man.

* * *

F. P. A. in his famous column in the New York Morning World, recently had this interesting thought to contribute to fountain pen use. He said, "Whenever the big operators in paragraphing, like Arthur Brisbane, travel, they take a stenographer along and dictate their stuff. To those who write in long hand, however, I announce a discovery. To absorb the shock of the train place your writing pad on a pillow. There is too much stuff written as it is, but if the Pullman Company wants to add pillow writing pads to its equipment, the Conning Tower (F. P. A.'s column) hereby demands its usual 10% royalty." Thanks for the tip F. P. A. and we believe our dealers will pass it on gratefully to thousands of traveling men.

* * *

These first warm summer nights when the bed sheets show a malicious tendency to crawl into a crinkled ball behind our ears, we have thought more than once how nice it must be down in the Antarctic with Commander Byrd. We wish we had thought to suggest to the Commander that he needed on his staff a

person qualified to keep the expedition's Waterman's in good writing shape. You know the entire Byrd party is equipped with Waterman's pens and non-freezing ink.

* * *

And speaking of warm weather here's a red hot tip. Merchants who have salesmen on the outside should make sure that they are equipped with our "No. 7 Salesman's Pocket Case." In this luxurious little container the outside salesman has immediately available in pocket size, a complete display of Number Sevens. It is a quick, handy, sure way to more and more sales. If you are not familiar with the idea write us about it.

* * *

Every publication enjoys seeing itself quoted. The Kodak Salesman, published by the Eastman Kodak Company, recently paid us that compliment. Referring to our little booklet "Talks to Salesmen," the Kodak editor quotes from it as follows:

"I bought this fountain pen from a merchant uptown last week. The ink is gone and I can't fill it. I've tried to take the top (point section) off but it's on too tight."

"Why do you want to take the top off?" asked the clerk.

"To fill the pen," was the reply.

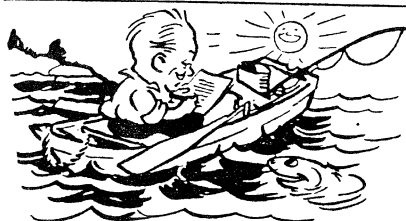
Then the clerk dipped the point in an ink bottle, raised the lever, pressed it back, wiped the end and handed the pen back filled.

"What a fool I am," the man exclaimed.

He was not a fool. He had just met something he had never seen before. When he bought his pen he had not observed how the clerk filled it. The clerk had not explained.

This is one of many similarly instructive stories presented in Waterman's Talks to Salesmen. If you have never taken the time to study this little booklet, it will pay you to do so. A copy will be sent upon request.

INKLINGS



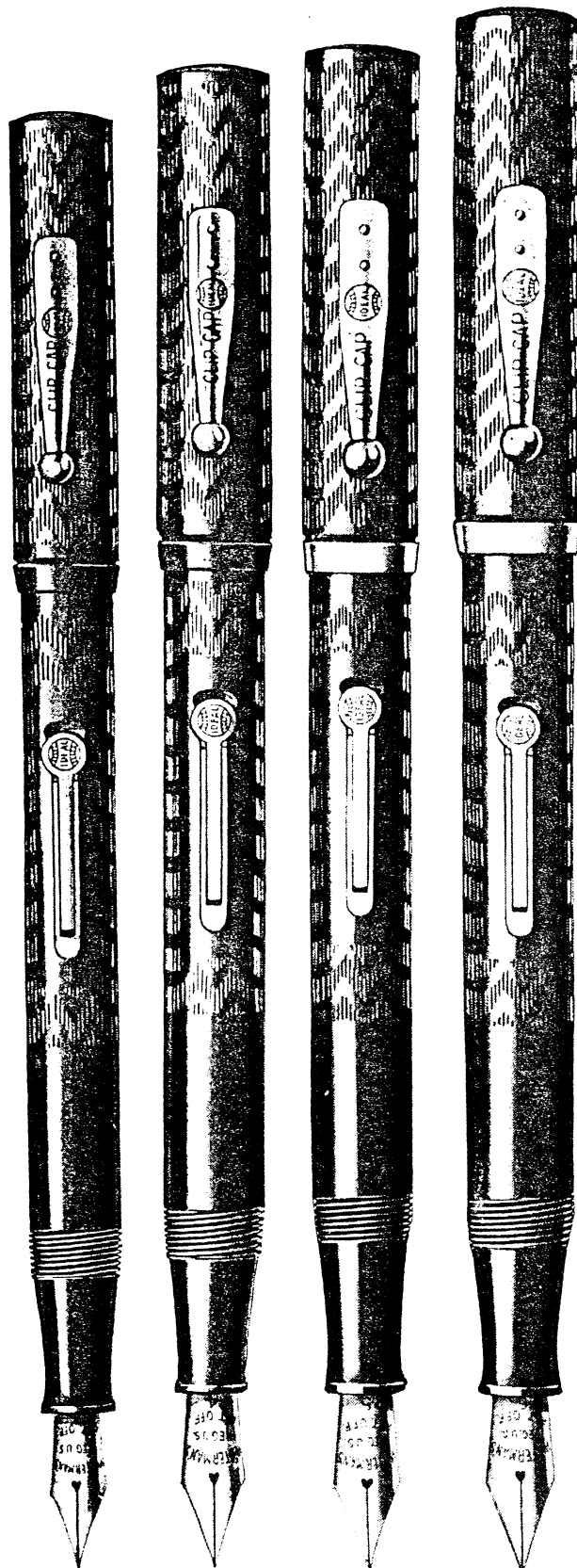
Vacationists delight to write
— with a Waterman's

In Pullman Car Ocean Liner or Summer Hotel

*These Knights of the
Golden Words Serve
Happy Millions.*

BECAUSE one or the other of these four pens is undoubtedly carried by more millions than any other fountain pen made, they are the writing instruments you will see most frequently flashed by summer travelers wherever you may be.

Members of Waterman's famous Bread and Butter Brigade, they act as the tie between home and far-off places for millions. Popularly priced and dependable always they carry much of the weight of the nation's personal correspondence. Dealers should always carry an ample stock of these popular favorites.



No. 52
C. C.
\$2.75

No. 54
C. C.
\$4.25

No. 55
C. C.
\$5.25

No. 56
C. C.
\$6.25

TIMELY TROPHIES

“WHAT sort of a trophy shall we put up?”

That is the question which will be asked by thousands of committee chairmen all over the country during the summer months when they are seeking suitable awards for winners of golf tournaments, tennis championships, regattas and many other forms of outdoor sports.

And when the question is put to you what more acceptable suggestion can you make than, “Why a Waterman’s Desk Set, of course.”

In the extensive and exquisitely designed line of GYRO-Sheath Desk Sets may be found the perfect trophy for any of these events. Here are desk sets in many forms—some with one pen and some with two, as the buyer prefers—and ornamented if they wish with bronze statuettes of golfers, bowlers, horses, dogs, elephants, clocks and many other interesting subjects.

Because the delicately chiseled base upon which the ornaments of most of these desk sets are mounted is made of onyx, we believe it would be to the advantage of our dealers to know more about that beauteous material itself.

Onyx is a variety of agate made by nature when minute layers of this peculiar stone were imposed one upon the other in variegated colors. These colors appear as bands or clouds in parallel layers, sometimes straight, but more often in wavy or curved outline. This peculiarity of structure is the reason why many of the world’s finest cameos are carved in onyx.

Agates have been known and prized from earliest times. They are mentioned by many of the early Greek writers. The word agate is a corruption of the name Achate, a river in Sicily where the first stones of this kind used by the Greeks were obtained. This and neighboring localities continued to be the source of supply until the 15th century when onyxes were found near Oberstein and

Idar, on the banks of the river Nake in Germany.

The industry of cutting and polishing onyx on a large scale was soon established there and Oberstein continues to this day as the center of the onyx industry. In 1827 new deposits were found in a one hundred mile territory extending from the Province of Rio Grande do Sul, in South Brazil, to North Uruguay. This is the onyx now used largely at Oberstein.

Onyxes of considerable beauty though not of great size are found in many places in the United States—those of Agate Bay, Lake Superior, having exceptionally rich colors. In the streams of Arizona, California, Colorado, Montana and other regions of the Rocky Mountains we also find many beautiful pieces in the trap rocks.

With this brief background the onyx base of a Waterman’s GYRO-Sheath Desk Set assumes a new interest. The story of marble which is the base of many of these beautiful desks sets is already familiar to most of you.

FOUNTAIN PEN FAKERS ARE STILL AT IT

IN THE Spring Number of *The Pen & Prophet* we described the activities of what we termed “Fountain Pen Fakers”—men who by means of window demonstrations sell so called “Waterson” fountain pens to the unsuspecting public.

That these shysters are still at it is shown by the following excerpts from Bulletins of Better Business Bureaus. From Long Beach, California, we read:

“A man by the name of Adams having a stock of ‘Waterson’ fountain pens and pencils left a large consignment of these with a local store on Pacific Avenue, and was endeavoring to unload them on the public under the guise of salesman’s samples being sold at a tremendous discount. These pens and pencils carried labels of \$5.00 and up and were represented to be standard merchandise.

“Lieutenant Murphy, of the police department, together with the manager of this Bureau, called at the store where these

pens and pencils were being offered for sale and in the absence of Adams, the owner of the merchandise, the entire stock was confiscated and held awaiting the arrival of Adams, but to date he has not put in an appearance.

"This same scheme with the 'Waterson' pens and pencils has been the subject of action in almost every Bureau city, due to the false claims necessary in order to move the merchandise."

Journeying now to Portland, Oregon, we find the Bulletin of the Better Business Bureau there reporting that a certain store

"allowed an itinerant fountain pen vendor to use space and advertise over the concern's name in a manner most destructive to reader confidence. The advertising read in part that—

'This coupon and 98c entitles the bearer to one \$7.00 size Waterson pen.'

"There followed a picture of the pen and pencil in a gift box labeled 'Waterson.'

"The advertisement was false in that the pen was worth no more than 98c. The coupon was worth nothing, although the advertisement claimed it to be worth \$6.02. The name 'Waterson' was patently designed to trade upon the name of the well-known Waterman fountain pen. The fact that the Waterman pen sells for as high as \$7 makes this advertising all the more misleading. Legitimate dealers make a serious mistake when they allow deals such as this to trade on their reputation and good will."

We caution our dealers again to avoid deals with any of these fountain pen fakers. Charlatans like these can ruin the reputation of a reputable concern over night.

Moreover, we would consider it a special favor if you will write us personally should any such propositions ever be presented to you or should you observe any of these plans in operation in your community.

If there is a Better Business Bureau in your city the most practical thing to

do first is to notify the manager. He will know exactly the steps to be taken to protect you and your fellow merchants.

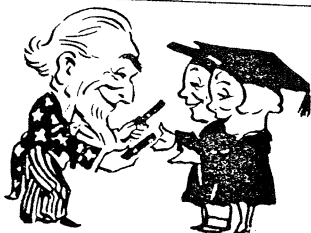
MORE AND STILL MORE ADVERTISING IN 1929

ADVERTISEMENTS in four colors of the strong, forceful type shown on the back cover of this issue, will appear in preferred cover positions during June in the following magazines: Complete Stories, Detective Stories, Western Story, Love Story, Popular, Top-Notch, Sport Story, Fame & Fortune, Far West, Sea Stories. This group of magazines adds 1,500,000 circulation to the already announced 48,937,538 circulation scheduled for Waterman's during 1929 exclusive of the enormous circulation running at regular intervals in more than 250 newspapers.

In addition to the above magazines Waterman's advertising will appear during 1929 in American, Cosmopolitan, Red Book, Good Housekeeping, Forbes, Magazine of Business, Nation's Business, Harper's Bazar, House and Garden, Vanity Fair, Vogue, Collier's, Liberty, Judge, Life, College Humor—all in four colors—and black and white advertisements in the National Geographic and Literary Digest.

Such an avalanche of Waterman's publicity continuing throughout the coming months will result in materially increased sales for every dealer who features Waterman's in his window and counter displays and who makes it clear by every other available means that his store is headquarters for Waterman's fountain pens, pencils and inks.

INKLINGS



The nation's most popular
graduation gift - a Waterman's

The L. E. Waterman Company

Maintain Factories, Offices and Show
Rooms at the Following Addresses:

HEAD OFFICE

"The Pen Corner"

191 Broadway.....New York

GOLD PEN FACTORY

140 Thomas Street.....Newark, N. J.

RUBBER FACTORY

Seymour Conn.

INK FACTORY

140 Thomas Street.....Newark, N. J.

OFFICES AND SHOW ROOMS

Waterman Building, 40 School Street..... Boston

Waterman Building, 129 So. State Street..... Chicago

Waterman Building, 609 Market Street..... San Francisco

L. E. WATERMAN COMPANY, LIMITED

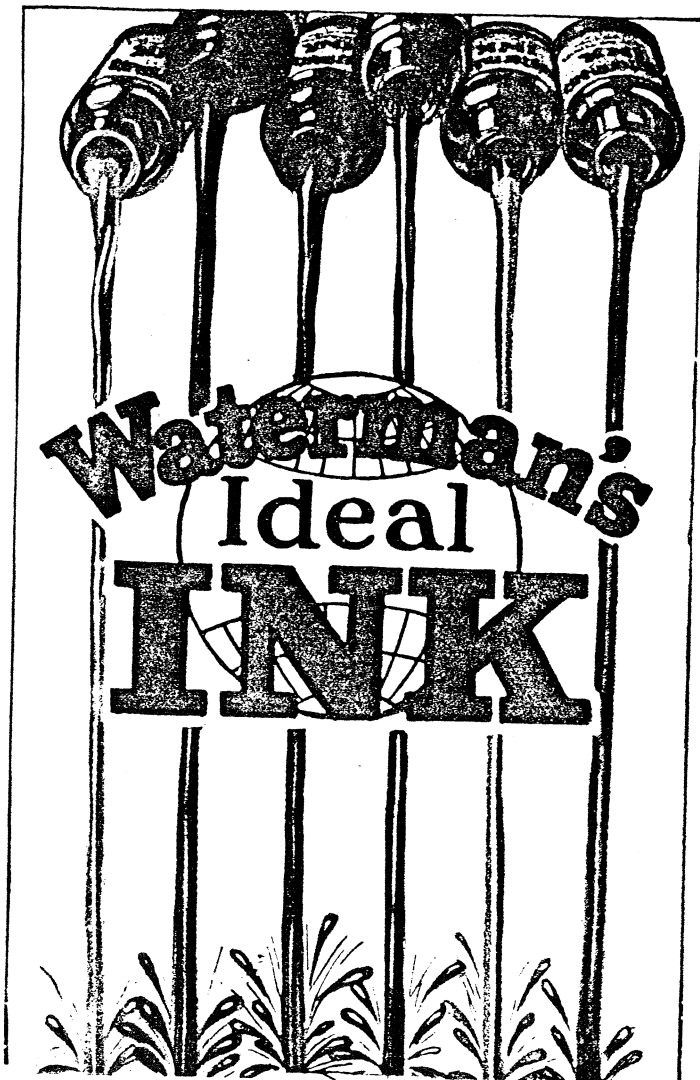
Waterman Building, 263 St. James Street..... Montreal, Canada

FACTORY

St. Lambert..... Quebec, Canada

EUROPEAN AND OTHER OFFICES

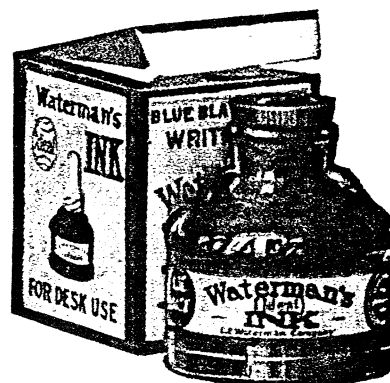
"The Pen Corner," 41 Kingsway..... London, W. C. 2
 No. 1, Springfield Gardens..... Kilburn, London, N. W. 6
 6 Rue Monsigny..... Paris
 Via Bossi 4..... Milan
 Corso Vittorio Emanuele..... Milan
 14 Rue du Pont Neuf..... Brussels
 37 Bahnhofstrasse..... Zurich
 Calle Balmes 75..... Barcelona
 Wilhelmstrasse, 106..... Berlin, S. W. 48
 Zieglergasse 32..... Vienna, VII
 Vitkova ul 8..... Prague, X
 Kacza 7..... Warsaw
 105 Clarence Street..... Sydney, N. S. W.
 168 Edward Street..... Brisbane, Queensland, Australia
 449 Little Collins Street..... Melbourne, Victoria, Australia
 Wyndham Street..... Auckland, N. Z.
 116 Wakefield Street..... Wellington, N. Z.
 19 Bedford Row..... Christchurch, N. Z.
 37 Mansion House Chambers..... Cape Town
 Lavalle 1582..... Buenos Aires
 Rua dos Ourives 55-2..... Rio de Janeiro



Made
In
Colors
As
Well
As
In
Black

NO PEN department is complete without all six colors of Waterman's Ideal Ink. Made in green, violet, red, jet black, blue, and blue black, they are the accepted standard of the nation for fountain pen and general use. Available in 2-oz. and 4-oz. bottles for desk use, and in pint, quart, $\frac{1}{2}$ -gallon and gallon sizes for office convenience. Pouring from large containers is made easy by Waterman's patented Pour-Out.

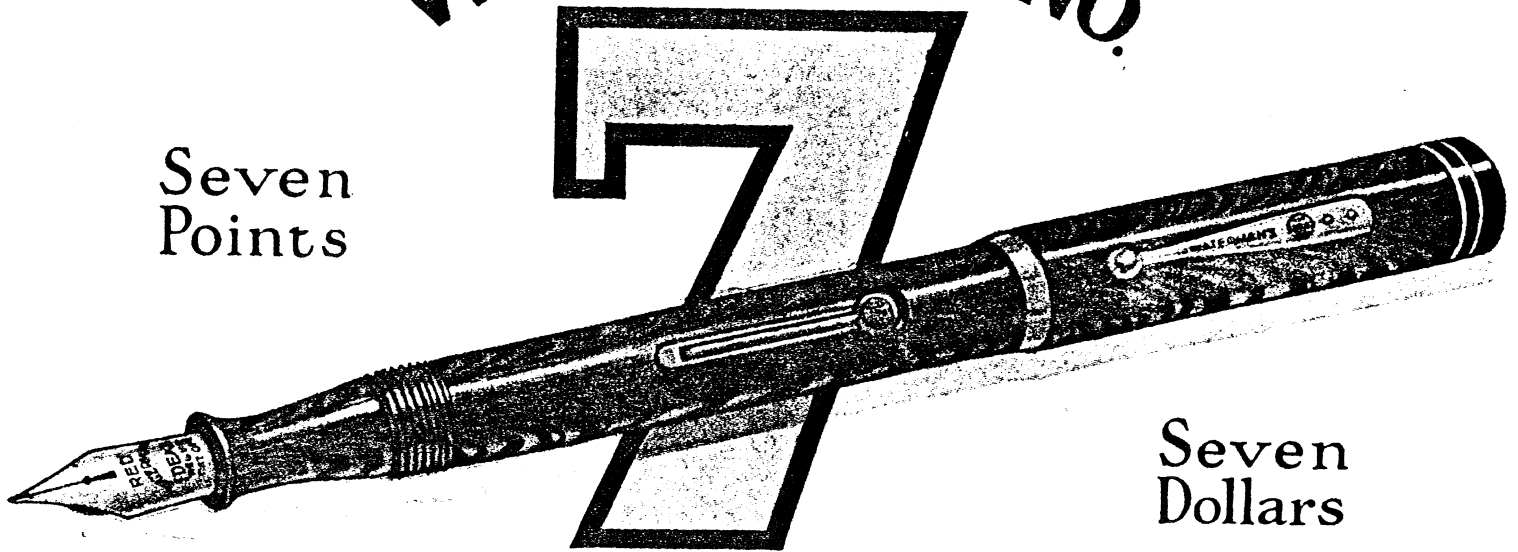
The most popular of course of all these colors is Blue Black which first appears on the paper as blue, and, quickly, without leaving any sediment, dries into black *permanent* record. This is the famous ink which withstands the attacks of water in floods and fires wherever tested.



Four ounce size
Red—30c. Other colors 20c

Waterman's No.

Seven
Points



Seven
Dollars

Red

Standard—Suits most writers. A splendid correspondence point. Medium flexibility. For home and general use.

Yellow

Rounded—A different pen point. The tip is ball shape. Writes smoothly on any paper in any direction. Suits south-paws.

Purple

Stiff, Fine—Writes without pressure. Makes a thin, clear line and small figures with unerring accuracy. Popular with accountants.

Pink

Flexible, Fine—As resilient as a watch-spring. Fine, tapered point; ground fine to shade at any angle. Loved by stenographers.

Blue

Blunt—An improved stub point. Makes a broad or fine line as desired. Unusual and rapid writers like this pen.

Green

Rigid—Tempered to armor-plate hardness. Will not shade even under heavy pressure. Unequaled for manifolding. The salesman's friend.

Grey

Oblique Point—A slanting stub, preferred by those who hold pen at an angle or between fingers.



Why "Number Seven"? To have a sharply distinctive name for a sharply new idea—a color band around the cap to signal at a glance the kind of point. A system original with Waterman's that is revolutionizing pen selection.

Why Seven Points? To permit wide selection by meeting every pen-fancy and pen-need. One of these points will precisely fit your taste, whoever you are.

Why Seven Dollars? To put the most reasonable possible price upon a pen embodying the greatest possible quality—larger ink capacity, simple self-filling device that locks, stainless and perfectly balanced Ripple Rubber holder, and Clip-Cap.

Waterman's number 7 with 7 points at 7 dollars means accurate selection made in a few moments—and satisfaction for life.

At any one of our fifty thousand dealers try all the seven points—the dealers expect it and are glad when you do. One of the 7 is exactly the point you prefer

Guaranteed Forever
Against All Defects

L. E. Waterman Company, 191 Broadway, New York
Boston Chicago Montreal San Francisco

Use Waterman's Inks
Sold Everywhere